

Reputation economy: A new research paradigm for economic growth of territories

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© 2018, Universidad del Zulia. All rights reserved. This paper is partially addressed at analyzing key approaches in the economic theory to studying reputation and its impact on the parameters of the socio-economic development of economic agents. In the paper, a system of concepts is developed with the basic classification of methods for quantifying reputation both at the micro and macro levels. As a result, the reputation economy is focused primarily on improving the competitiveness of business entities, besides finding rational economic models for the functioning of economic agents. In conclusion, only a small part of the problems of studying the reputation economy is touched upon.

Keywords

Economy, Factors, Production, Reputational activity

References

- [1] BASDEO, D., SMITH, K., GRIMM, C., RINDOVA, V., and DERFUS, P. 2006. The impact of market actions on firm reputation. *Strategic Management Journal*, 27(12): 1205-1219. USA.
- [2] BOYD, B., BERGH, D., and KETCHEN, D. 2010. Reconsidering the reputation—Performance relationship: A resource-based view. *Journal of Management*, 36(3): 588-609. <http://dx.doi.org/10.1177/0149206308328507>. USA.
- [3] CHEREPANOVA, V. 2016. Reputation management: socio-economic aspect. *Fundamental research*. N 11-4. pp. 875-879. URL: <http://fundamental-research.ru/ru/paper/view?id=41272> (access date: 08/03/2018). Russia.
- [4] COBBWALGREN, C., RUBLE, C., and DONTU, N. 1995. Brand equity, brand preference, and purchase intent. *Journal of Advertising*, 24(3): 25-40. UK.
- [5] DEEPHOUSE, D. 2000. Media reputation as a strategic resource: An integration of mass communication and resource-based theories. *Journal of Management*, 26(6): 1091-1112. USA.
- [6] KLEIN, J. 2014. The views expressed in this article are those of the author alone and not the World Economic Forum. <https://www.weforum.org/agenda/2014/01/the-rise-of-the-reputation-economy/>. Switzerland.
- [7] RESHETNIKOVA, I. 2011. Modern tools for the formation of reputational assets: co-branding. *News of Volga STU, inter-university collection of scientific papers. Series Actual problems of reforming the Russian economy (theory, practice, perspective)*. Vol. 4, N 77. Russia.
- [8] WEIGELT, K., and CAMERER, C. 1988. Reputation and corporate strategy: A review of recent theory and applications. *Strategic Management Journal*, 9(5): 443-454. USA.